

Abstract

This diploma thesis discusses Instagram as a means for spreading trends in gastronomy with a focus on gastronomy and related trends in the field specifically from the Czech Republic. The author tries to map the influences that the online environment can have on their formation, especially the social network Instagram.

After a thorough acquaintance with the environment of social networks, the social network Instagram, its influence on the spread of experiences, trends and the media environment in general, is described in more detail. The author seeks to clarify whether what is happening on this network can guide the direction of what is popular in the gastronomic environment, understand the role that well-watched creators from Instagram play in society and what it means for ordinary users to share food experiences. "Influential" users from the gastronomic sphere on Czech Instagram and their further connection with the media environment are presented.

In the research, the author determines, via the form of a structured questionnaire (which was attended by 1143 respondents from the environment of social networks), what role Instagram plays in spreading gastronomic trends in the Czech Republic. The data obtained is supplemented with opinions based on interviews with representatives from the Czech "gastronomic scene" on Instagram, Kateřina St. Germain (My Cooking Diary), Jana Králíková (Basically Healthy), Jana Vašáková (Slepičárna blog) and Lukáš Hejlík. There is also knowledge provided by representatives of food chains and an analysis focused on the correlation of trends in Czech cooking magazines and selected Instagram users.

Based on all the information obtained, the author evaluates the research and offers answers to the importance of the social network Instagram in creating and disseminating trends in gastronomy in the Czech Republic.